

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Strategic Media Services**  
**3299 K Street NW, Suite 200**  
**Washington, DC 20007**  
**USA**

<u>Contract / Revision</u> 484929 /		<u>Alt Order #</u> 06226694
<u>Product</u> DEAN HELLER 4 SENATE		
<u>Contract Dates</u> 10/03/12 - 10/09/12		<u>Estimate #</u>
<u>Advertiser</u> Dean Heller For Senate		<u>Original Date / Revision</u> 10/01/12 / 10/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
N 21	KVVU	10/03/12	10/05/12	The Dr.Oz Show	4-5p		:30			NM	1	\$175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	--WTF--				3	\$175.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/01/12-10/07/12	The Dr.Oz Show	4-5p	---WThF----	:30		<del>\$175.00</del>	NM			
		See MG 27.4											
	2	KVVU	10/01/12-10/07/12	The Dr.Oz Show	4-5p	---WThF----	:30		<del>\$175.00</del>	NM			
		See MG 27.4											
N 27	KVVU	10/03/12	10/05/12	MORE Access	630-7pm		:30			NM	2	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/12	10/07/12	--WTF--				3	\$200.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/01/12-10/07/12	MORE Access	630-7pm	---WThF----	:30		<del>\$200.00</del>	NM			
		See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9											
	3	KVVU	10/01/12-10/07/12	MORE Access	630-7pm	---WThF----	:30		<del>\$200.00</del>	NM			
		See MG 27.4											
	4	KVVU	10/04/12-10/05/12	Fox 5 News at 6pm	M-F 6-630pm	----ThF----	:30		\$550.00	NM			
	Ⓜ	MG for 21.1,21.2,27.3											
Totals												106	\$51,275.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/09/12	106	\$51,275.00	\$43,583.75
<b>Totals</b>	<b>106</b>	<b>\$51,275.00</b>	<b>\$43,583.75</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/12 15.28

BUYER NAME	NEIL WILLIAMS
SALES PRSN	PH- TERESA DIFURIA

ORDER # \_\_\_\_\_ CONTRACT # 6226694 CLASS: NATL. LOCAL REGIONAL

PRDCT	DEAN HELLER 4 SENATE EST#	COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT1/12 15.28

REP: TO ROSE  
FR NIKKI  
OK'D M2 SEE LINE 49  
TOTAL SAME  
PLS CNF THANKS

STA =

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21	S		400P-500P	30		\$175.00	10/3	10/5	1		W-F	1
PROGRAM : DR OZ CON COM1 : MAX 1X DAY												
49	A		600P-630P	30		\$550.00	10/3	10/5	1		W-F	1
PROGRAM : NEWS ORD COM1 : SPOTS N/A. MG 6P NEWS. NOT PREBOOKED PLS ADVISE. THIS IS A MAKE-GOOD FOR OCT3 ON LINE-21 FOR 2 SPOTS/WK THIS IS A MAKE-GOOD FOR OCT3 ON LINE-27 FOR 1 SPOT/WK												
27	S		600P-700P	30		\$200.00	10/3	10/5	1		W-F	1
PROGRAM : MORE CON COM1 : MAX 1X DAY												

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 \*\*\* KVVU-TV \*\*\*  
 REP HEADLINE# 6226694 TRF# 484929  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M2	OK'D	BUY#21	MISSED:W-F/400P-500P				OCT3(2/WK)		30S	\$175.00		(OCT1/12)
		BUY#27	W-F/600P-700P				OCT3		30S	\$200.00		
			OFFER:W-F/600P-630P				OCT3		30S	\$550.00		PLS ADVISE.
			CMT:SPOTS N/A. MG 6P NEWS. NOT PREBOOKED PLS ADVISE.									

OCT/12 51275.00  
 CONTRACT TOTAL 51275.00  
 TOTAL SPOTS 106

MARKET TOTALS \$256,375 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

JUL9/12 13.15  
\*\*\* KVVU-TV \*\*\*

PROGRAM : NEWS  
CON COM1 : MAX 1X DAY

REP HEADLINE# 6226694  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
5			700A-900A PROGRAM : NEWS CON COM1 : MAX 2X DAY	30		\$425.00	10/3	10/5	6		W-F	6
6			700A-900A PROGRAM : NEWS CON COM1 : MAX 2X DAY	30		\$425.00	10/8	10/9	4		M-TU	4
7			900A-1000A PROGRAM : MORE CON COM1 : MAX 2X DAY	30		\$150.00	10/3	10/5	6		W-F	6
8			900A-1000A PROGRAM : MORE CON COM1 : MAX 2X DAY	30		\$150.00	10/8	10/9	4		M-TU	4
9			1000A-1100A PROGRAM : DR OZ CON COM1 : MAX 1X DAY	30		\$125.00	10/3	10/5	3		W-F	3
10			1000A-1100A PROGRAM : DR OZ CON COM1 : MAX 1X DAY	30		\$125.00	10/8	10/9	2		M-TU	2
11			1100A-1200N PROGRAM : BETTER CON COM1 : MAX 1X DAY	30		\$100.00	10/3	10/5	3		W-F	3
12			1100A-1200N PROGRAM : BETTER CON COM1 : MAX 1X DAY	30		\$100.00	10/8	10/9	2		M-TU	2
13			1200N-100P PROGRAM : DIVORCE COURT CON COM1 : MAX 1X DAY	30		\$100.00	10/3	10/5	3		W-F	3

JUL9/12 13.15  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14			1200N-100P PROGRAM : DIVORCE COURT CON COM1: MAX 1X DAY	30		\$100.00	10/8	10/9	2		M-TU	2
15			100P-200P PROGRAM : COLD CASE FILES CON COM1: MAX 1X DAY	30		\$100.00	10/3	10/5	3		W-F	3
16			100P-200P PROGRAM : COLD CASE FILES CON COM1: MAX 1X DAY	30		\$100.00	10/8	10/9	2		M-TU	2
17			200P-300P PROGRAM : KATIE COURIC CON COM1: MAX 1X DAY	30		\$150.00	10/3	10/5	3		W-F	3
18			200P-300P PROGRAM : KATIE COURIC CON COM1: MAX 1X DAY	30		\$150.00	10/8	10/9	2		M-TU	2
19			300P-400P PROGRAM : ANDERSON COOPER CON COM1: MAX 1X DAY	30		\$175.00	10/3	10/5	3		W-F	3
20			300P-400P PROGRAM : ANDERSON COOPER CON COM1: MAX 1X DAY	30		\$175.00	10/8	10/9	2		M-TU	2
21			400P-500P PROGRAM : DR OZ CON COM1: MAX 1X DAY	30		\$175.00	10/3	10/5	3		W-F	3
22			400P-500P PROGRAM : DR OZ CON COM1: MAX 1X DAY	30		\$175.00	10/8	10/9	2		M-TU	2

REP HEADLINE# 6226694  
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JUL9/12 13.15  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23			500P-530P PROGRAM : NEWS CON COM1 : MAX 1X DAY	30		\$275.00	10/3	10/5	3		W-F	3
24			500P-530P PROGRAM : NEWS CON COM1 : MAX 1X DAY	30		\$275.00	10/8	10/9	2		M-TU	2
25			530P-600P PROGRAM : NEWS CON COM1 : MAX 1X DAY	30		\$275.00	10/3	10/5	3		W-F	3
26			530P-600P PROGRAM : NEWS CON COM1 : MAX 1X DAY	30		\$275.00	10/8	10/9	2		M-TU	2
27			600P-700P PROGRAM : MORE CON COM1 : MAX 1X DAY	30		\$200.00	10/3	10/5	3		W-F	3
28			600P-700P PROGRAM : MORE CON COM1 : MAX 1X DAY	30		\$200.00	10/8	10/9	2		M-TU	2
29			700P-730P PROGRAM : EXTRA CON COM1 : MAX 1X DAY	30		\$300.00	10/3	10/5	3		W-F	3
30			700P-730P PROGRAM : EXTRA CON COM1 : MAX 1X DAY	30		\$300.00	10/8	10/9	2		M-TU	2
31			730P-800P PROGRAM : TMZ CON COM1 : MAX 1X DAY	30		\$500.00	10/3	10/5	3		W-F	3

JUL9/12 13.15  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
32			730P-800P PROGRAM : TMZ CON COM1: MAX 1X DAY	30		\$500.00	10/8	10/9	2		M-TU	2
33			1000P-1100P PROGRAM : NEWS CON COM1: MAX 1X DAY	30		\$825.00	10/3	10/5	3		W-F	3
34			1000P-1100P PROGRAM : NEWS CON COM1: MAX 1X DAY	30		\$825.00	10/8	10/9	2		M-TU	2
35			1100P-1135P PROGRAM : NEWS CON COM1: MAX 1X DAY	30		\$475.00	10/4	10/4	1		THU	1
36			1000P-1100P PROGRAM : NEWS	30		\$500.00	10/6	10/6	1		SAT	1
37			800A-900A PROGRAM : NEWS	30		\$325.00	10/7	10/7	1		SUN	1
38			900A-1000A PROGRAM : NFL PREGAME	30		\$1,750.00	10/7	10/7	1		SUN	1
39			1000A-100P PROGRAM : NFL	30		\$5,150.00	10/7	10/7	2		SUN	2
40			100P-400P PROGRAM : NFL	30		\$5,500.00	10/7	10/7	2		SUN	2
41			1000P-1045P PROGRAM : NEWS	30		\$700.00	10/7	10/7	1		SUN	1
42			1045P-1100P PROGRAM : SPORTS WRAP UP	30		\$475.00	10/7	10/7	1		SUN	1



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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

OCT/12 51275.00 CONTRACT TOTAL 51275.00  
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